

## **Historic, archived document**

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This is your Golden  
Opportunity . . . Win  
this prize money

\$

*Two hundred prizes  
Win what you wish*

**HERE THEY ARE—THE FIRST TEN  
PRIZE WINNERS IN  
GURNEY'S Jan. 15 to March 1, 1939  
CONTEST**

1. Anthony Nalewaja—Browerville, Minn., a 1939 Master DeLuxe Tudor Chevrolet
  2. Harold Conner, Brunswick, Nebr. .... \$300.00
  3. Mrs. Lee Lacey, St. Lawrence, S.D. .... 100.00
  4. Mrs. Howard Everett, Cumberland, Wis. .... 75.00
  5. Mrs. Tom McCurdy, Woodworth, N.D. .... 50.00
  6. Mrs. Tom Kane, Corvallis, Mont. .... 25.00
  7. A. G. Schraut, Spring Valley, Minn. .... 10.00
  8. Mrs. Hall Sheppard, Comstock, Nebr. .... 10.00
  9. Mrs. Jos. A. Kopecky, Marion, Iowa. .... 10.00
  10. Gordon Y. Britton, Burke, S.D. .... 10.00
- And 221 Others WON PRIZES.

**They WON—SO CAN YOU—ENTER NOW**  
*See Front Page—Read Rules on Page 2*

Sec. 562, P. L. & R.  
U. S. POSTAGE  
**Paid**  
Yankton, S. D.  
Permit No. 1

*B. V. A.*  
*Mrs. Reissman*

US Dept of Agric  
Washington  
D. C.



279

You get what you  
wish for  
If you win 1st Prize in  
**GURNEY'S NEW**  
"I Wish I Had"  
**CONTEST**  
200-BIG PRIZES-200

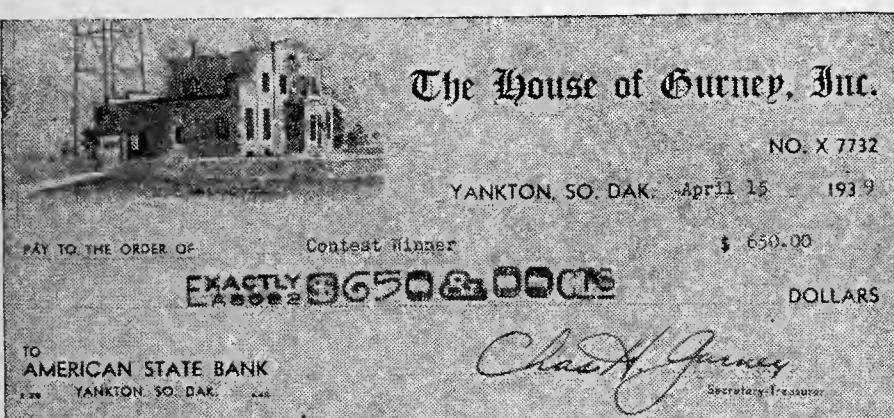
# WHICH WOULD YOU RATHER HAVE—

**A Brand New Sedan? or  
An All Purpose Tractor? or  
\$650 To Modernize Your Home?**

**YOU CHOOSE!**

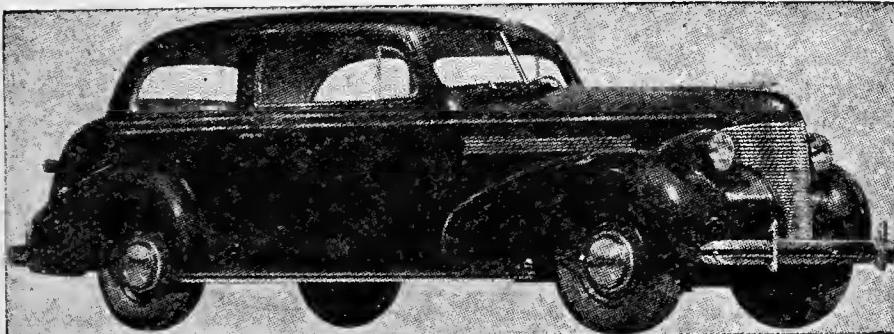
Any \$1.00 (or more) order from this circular or Gurney's 1939 Catalogue entitles you to compete for the BIG PRIZES — ENTER NOW!

## DO YOU WANT THIS TO MODERNIZE YOUR HOME?



## OR THIS?

**HOW ABOUT A BRAND NEW** 1939 Chevrolet Sedan? Do you need it? WHY? Would you rather have it than a fine "ALL PURPOSE" Tractor? Hold on, now!! Remember all the things a tractor will do for you!! Still want the car? O.K. Tell us WHY.



1939 Master Tudor Chevrolet Sedan

Would you like to have your home put right up to date? You would?? All right—Tell us WHY. Do you want it more than a brand new Automobile—or a good "All Purpose" Tractor?? *Read the rules* of Gurney's New Contest and find out HOW you can get the biggest wish you have ever made.

\* \* \* \* \*

## HOW ABOUT THIS?



A 1939 John Deere Streamlined, All Rubber Model B Tractor

**THIS TRACTOR** does a lot of work—Besides pulling plows and cultivators, it saws woods, hauls water—Oh a lot of things to make life easier. Wouldn't it be great to own one? But what about the Car—or fixing up the Home? Well—just make up your mind and tell us WHY—It's a Contest and the best reasons WIN.

*Tell us what you want—and why. The one sending in the best entry gets the prize he wants. Full details on next page.*

**THE HOUSE OF GURNEY-YANKTON, SOUTH DAKOTA**

# **BIG VALUES—BIG PRIZES**

## **GURNEY'S "I Wish I Had CONTEST—200 Big Prize"**

**YOU CAN WIN—INVEST \$1.00 OR MORE—IT'S A THRILL  
ENTER FIVE TIMES IF YOU WISH**

### **READ THE RULES**

1. Finish this wish using *forty* additional words or less, written in the English language.

"I wish I had— (choose one)

\$650.00 To Modernize My Home — or  
A 1939 Model Deluxe Master Tudor Chevrolet  
Sedan—or  
A John Deere Streamlined All Rubber Model B  
Tractor

BECAUSE .....

2. If your entry is accompanied by an order for one or more of the special collections of merchandise listed in this contest circular, *Or Anything from Gurney's 1939 Catalogue*, amounting to *\$1.00 or more*, you will be eligible to compete for the following prizes (Duplicate Prizes in Case of Ties): (Example—\$5.00 or more qualifies five entries)

**First Prize—Your Choice of a 1939 Chevrolet, John Deere Tractor, or \$650.00 as described on the first page.**

**Second Prize.....\$200 in Cash**

**Third Prize.....\$100 in Cash**

**Fourth Prize.....\$50 in Cash**

**Fifth Prize.....\$20 in Cash**

**Sixth Prize.....\$15 in Cash**

**7th to 11th Prizes (inclusive) \$5.00 each**

**12th to 100th Prizes (inclusive) Dictionaries—\$4.00 value.**

**101st to 150th Prizes (inclusive) \$1.00 each.**

**151st to 175th Prizes (inclusive) Complete Garden (Seed) \$1.00 value.**

**176th to 200th Prizes (inclusive) 100 Chinese Elms, 18-24 in.**

3. An entry with no order or purchase will be recognized and winners will receive in cash 1/20 (one-twentieth) of our valuation of the First Prize, if first, or 1/20 (one-twentieth) of the other cash awards if the entries are entitled to prizes.

4. No person has authority to alter, modify, or change these rules.

5. Your entry may be made with pencil, pen and ink, or a typewriter on any paper you have.

6. Judges shall be appointed by D. B. Gurney or an officer of The House of Gurney, Inc., and contestants agree with The House of Gurney, Inc., that the judges' decisions on all matters shall be final.

7. The judges will judge the entries submitted on your following the rules and quality of reasons given,—**not on how well you write.**

8. Employees of The House of Gurney, Inc., and their immediate relatives are automatically disqualified. All entries become the property of The House of Gurney, and no entries will be returned.

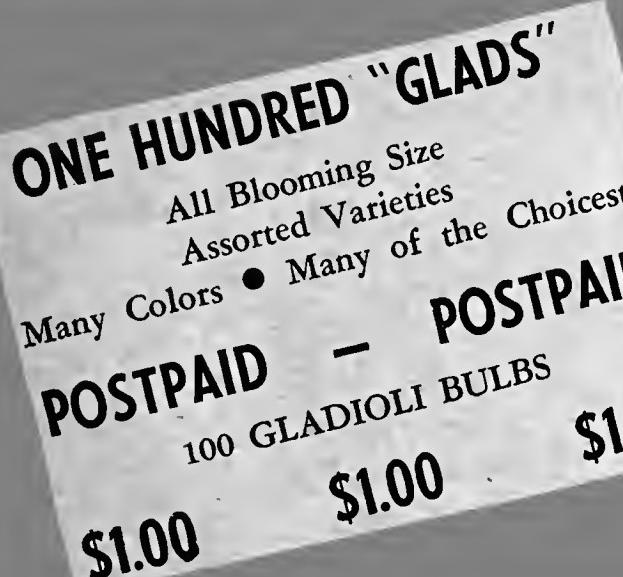
9. This contest begins at 8:00 o'clock A.M. Central Standard Time, April 1, 1939, and ends at 12:00 o'clock midnight Central Standard Time, May 1, 1939. Entries must be received by The House of Gurney, Inc., at Yankton, South Dakota, by 12:00 o'clock noon Central Standard Time, May 4, 1939.

10. The prize winners will be announced over Radio Station WNAX between 12:40 and 1:40 P.M. Central Standard Time on the 9th day of May, 1939.

11. This contest is limited to the United States only and is subject to federal, state, and local regulations.

# BIG BARGAIN CONTEST OFFERS

ORDER ANY OF THESE TO QUALIFY



BUY THE  
LEADERS  
ORDER

N  
O  
W  
•

LIMITED OFFER



## ORDER A GURNEY GARDEN FOR A DOLLAR

and get \$1.52 worth of the finest garden seed selected especially for planting in the Northwest.

1/3 Pint Beans	Pencil Pod Black Wax.....	\$ .12
1/3 Pint Beans	Stringless Green Pod.....	.10
1 Oz. Beets	Gurney's Early Model Globe.....	.12
1 Oz. Carrot	Gurney's New Coreless.....	.12
1 Pkt. Cucumber	Gurney's New Longfellow.....	.06
1 Pkt. Cucumber	Black Diamond.....	.05
1 Pkt. Cabbage	Gurney's Golden Acre.....	.07
1 Pkt. Kohl-Rabi	Early White Vienna.....	.05
1 Pkt. Lettuce	Grand Rapids.....	.05
1 Pkt. Onion	Riverside Sweet Spanish.....	.06
1/3 Pint Peas	Alaska Earliest of All.....	.10

1/3 Pint Peas	Bliss Everbearing.....	.12
1 Pkt. Pepper	California Wonder.....	.05
1 Pkt. Radish	Scarlet Turnip White Tip.....	.05
1 Pkt. Salsify	Oyster Plant.....	.05
1 Pkt. Spinach	King of Denmark.....	.05
1 Pkt. Squash	Buttercup.....	.07
1/3 Pint Sweet Corn	Golden Bantam.....	.10
1 Pkt. Tomato	Gurney's New Earlibell.....	.08
1 Pkt. Tomato	Bison.....	.05
	VALUE.....	\$1.52
	Contest Price \$1.00, postpaid	

CONTEST SPECIAL \$1.00 POSTPAID

MAKE YOUR DOLLAR DO BIG SERVICE

**5 lbs. Peas**

Any Variety  
or

Varieties of your own selection

**\$1.00 Postpaid**

**5 lbs. Beans**

Any Variety  
or

Varieties of your own selection

**\$1.00 Postpaid**

**3 lbs. Hybrid Sweet Corn**

1 lb. each of three different varieties

**\$1.00 Postpaid**

**Flower Seed**

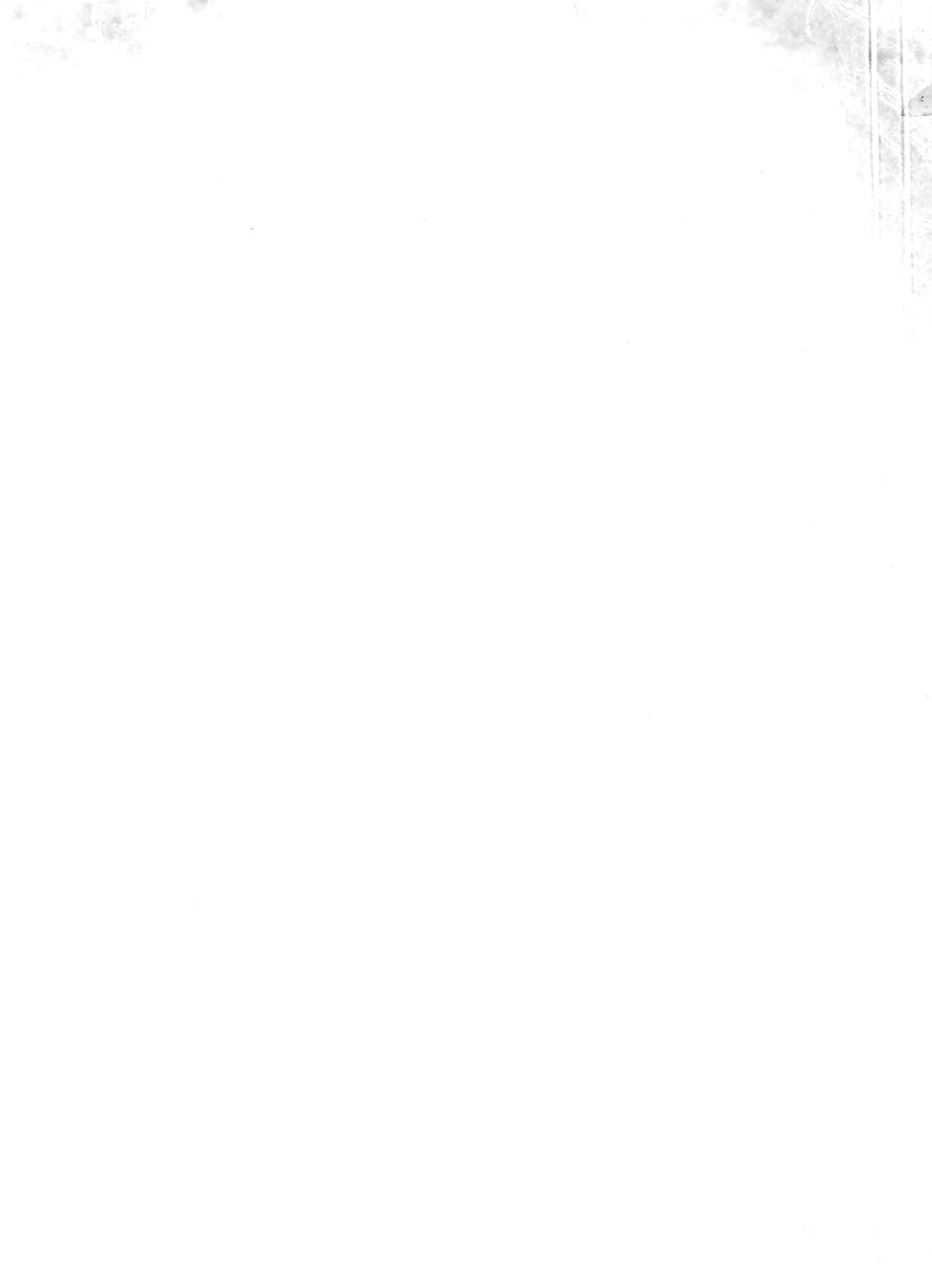
Your Own Selection

\$1.50 Value from our big 1939 Catalog

**\$1.00 Postpaid**

## 100—GURNEY'S EXTRA HARDY STRAWBERRIES—100

A dollar buys them postpaid. Guaranteed live delivery. 25 Early Dorsell, 25 Late Fairfax, and 50 Old Reliable Senator Dunlap—All for ONE DOLLAR, postpaid.



More  
Special  
Contest  
Offers

**MAKE YOUR CHOICE**  
of any  
**Order of \$1.00 or More**  
**ENTER THE CONTEST**  
Make Your Wish  
Come True

# GURNEY'S OFFER YOU ANOTHER OPPORTUNITY

## ORDER ANY ONE OR MORE OF THESE \$1.00 COLLECTIONS

*Read the rules of the new contest on page 2. Win what you want!*

All nursery stock sold subject to guarantee on page 45 of 1939 Gurney Catalogue

### SMALL FRUITS

You Do Need These  
What a Bargain  
Grow Your Own

- |                              |                 |
|------------------------------|-----------------|
| 12 Latham Red Raspberry      | 20 Plants       |
| 6 Cumberland Black Raspberry | A BARGAIN at    |
| 2 Concord Grapes             | \$1.00 Postpaid |
| 3 Hansen's Bush Cherry       | FREE            |

\* \* \*

Perennial Vegetable Garden—\$1.00  
Postpaid

Every Home Needs These  
50 Mary Washington Asparagus  
4 Rhubarb FREE

\* \* \*

### Transplants

Your Home Needs Shade  
—Here are your shade trees—  
—Plant Now—

- |                      |        |
|----------------------|--------|
| 1 American Elm 3-4   |        |
| 1 Hackberry 3-4      |        |
| 1 Green Ash 3-4      |        |
| 1 Siberian Elm 3-4   |        |
| 1 Bridal Wreath FREE | \$1.00 |

6 Hardy Korean Chrysanthemums  
Named Varieties  
\$1.00 Postpaid

Do You Like Walnuts?  
Grow Your Own.  
20 Black Walnut Sdlg. 2-4  
\$1.00 Postpaid

### Lawn Grass

5 lbs. Capitol Lawn Grass  
\$1.00 Postpaid

\* \* \*

5 lbs. Kentucky Blue Grass  
\$1.00 Postpaid

\* \* \*

3 lbs. Mangels  
Any Variety  
\$1.00 Postpaid

\* \* \*

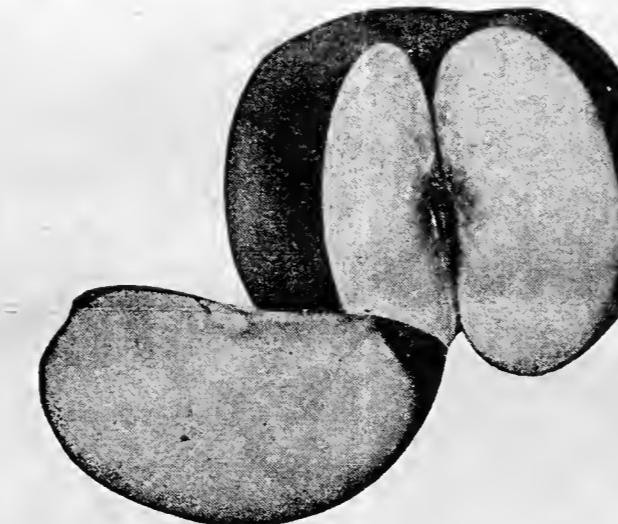
1000 Bermuda Onion Plants  
\$1.00 Postpaid



### THE BIGGEST SPECIAL EVER OFFERED

For a quick home fruit garden—Much  
fruit the year after planting—Here's yours  
1 Grafted Hansen's Bush Cherry  
2 Plum trees—(Waneta, Opata) 4/5  
2 Apple Trees—4/5  
Best for Your Locality

ONLY \$1.00  
(limited number available)



### All Season Apple Offer

\$1.00 Postpaid

From Late Summer to Spring—  
Apples from your Own Trees

- |                                     |  |
|-------------------------------------|--|
| 1 Anoka 2-3                         |  |
| 1 Haralson 2-3                      |  |
| 1 Yellow Transparent 2-3            |  |
| 1 Dolgo Crab 2-3                    |  |
| 1 Hybrid Everblooming Tea Rose FREE |  |

### HARDY CHERRY

Fruit one year after planting  
—Beautiful Trees—

Grow them in bush form—Heavy Producers—High in Quality

- |             |                |
|-------------|----------------|
| 1 Oka       | 5 Cherry Trees |
| 2 Tom Thumb | 3-4 ft.        |
| 1 Mordenia  | ONLY \$1.00    |
| 1 Compass   |                |

\* \* \*

### PEAR-PLUM-APPLE OFFER

The hardest tree fruit ever grown—  
Heavy, unusual early producer—Drought  
resistant

- |                    |               |
|--------------------|---------------|
| 1 Patten Pear      | 5 Fine Hardy  |
| 1 Mendel Pear      | 3-4 ft. TREES |
| 1 Charlamoff Apple | ONLY \$1.00   |
| 1 Dolgo Crab       |               |
| 1 Opata Plum       |               |

\* \* \*

### Plant Pie Plant Pies?

No—  
Plant Gurney's Rhubarb and Make 'em

- |                           |                 |
|---------------------------|-----------------|
| 6 Flare Rhubarb           |                 |
| 6 Queen Victorian Rhubarb |                 |
| Regular Size              |                 |
| 1 Doz. Asparagus FREE     | \$1.00 Postpaid |

### 5 Siberian Elm 6-8 ft. Trees—

\$1.50

For Shade Right Soon  
Nothing Better—Beautiful

### A Silvery Hedge

Sturdy—Hardy—A Beauty  
50 Russian Olive 12/18  
\$1.00 Postpaid

\* \* \*

### 6 Beautiful flowering shrubs

- |                         |        |
|-------------------------|--------|
| Philadelphia Coronarius |        |
| Spirea Billiardii       |        |
| Spirea Froebeli         |        |
| Spirea Thunbergia       |        |
| Spirea Collosa Alba     |        |
| Spirea Van Houttei      |        |
| Bush Cherry FREE        | \$1.00 |

Look 'Em  
Over, Folks!

They're All BIG  
BARGAINS  
You May Order  
Five  
for Five Entries

Make  
Your Choice  
SEND \$ BILLS  
Enter the  
Contest

**SPECIAL—SAVE \$\$\$**  
**5 PLUM TREES**  
3-4 foot branched  
**\$1.00 postpaid**

A wind break for \$1.00  
Send a Dollar Bill—They come POSTPAID  
The most drought-resistant trees that  
grow.

- |                 |       |              |
|-----------------|-------|--------------|
| 25 Hackberry    | 12-18 | 100          |
| 25 Chinese Elm  | 12-18 |              |
| 25 Green Ash    | 12-18 | Forest Trees |
| 25 American Elm | 12-18 | \$1.00       |

\* \* \*

### Three Pears for \$1.00

Pears that grow anywhere that the hardiest  
apple thrives—Blight Resistant—  
Delicious

- |                 |      |
|-----------------|------|
| 1 Mendel Pear   | 4/5  |
| 1 Patten Pear   | 4/5  |
| 1 Sunshine Pear | 4/5  |
| 5 BUSH CHERRY   | FREE |

Any one of  
these makes

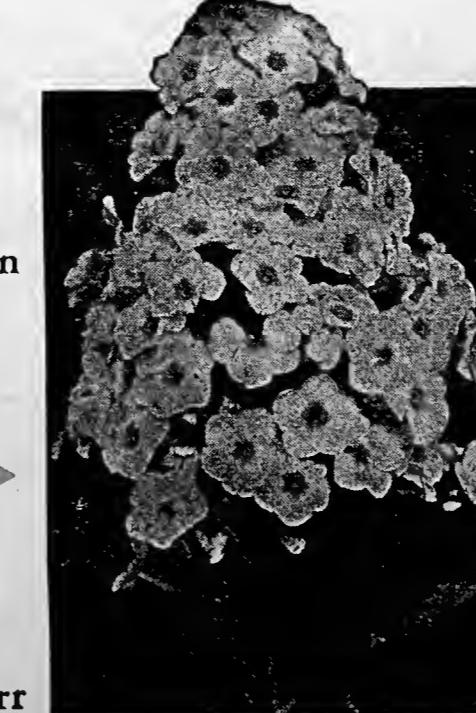
Your entry eligible  
to competition  
for the  
**BIG PRIZES**

Gorgeous Oriental Poppies  
A Blaze of Glory for your garden  
—Out of 2½" pots—  
Growing—Ready to go in YOUR Garden

5 for \$1.00 Postpaid  
Scarlet—Apricot—Salmon—Orange

\* \* \*

- |                     |                 |
|---------------------|-----------------|
| 7 Gorgeous Phlox    |                 |
| Named Varieties     | \$1.00 Postpaid |
| 2 Independence      |                 |
| 2 Eclaireur         |                 |
| 2 La Vague          |                 |
| 1 Mrs. Charles Dorr |                 |



See Contest  
Rules  
Page 2

# GURNEY'S FARM SEED BARGAINS

## FOR APRIL AND MAY

See  
Prizes  
Page 1

### GUARANTEE

We guarantee all our farm seed to arrive in good condition and to be satisfactory in every way. Upon arrival if you wish you may send a sample for a state test and if it is not satisfactory the seed can be returned at our expense any time within 30 days. We will then refund your money or send other seed that will be satisfactory.

We do not and can not guarantee a crop as that depends upon conditions beyond our control, such as weather, insect damage, etc.

### ALFALFA

	1 Bu. (60 lbs.)	100 lbs.
Northern Grown, Lot Rock Bottom.....	\$15.50	\$25.80
Cossack and Grimm's Mixed, Lot Save..	15.95	26.60
Cossack, The best quality.....	17.70	29.50
Grimm's, The best quality.....	17.25	28.75
Dakota No. 12, The best quality.....	16.55	27.60

### SWEET CLOVER

	Our low sweet clover prices can not last. Order today. 1 Bu. (60 lbs.)	100 lbs.
White Blossom, Lot Excellent.....	\$3.90	\$6.45
White Blossom, The Best.....	4.40	7.35
Yellow Blossom, Lot Plenty Good.....	4.10	6.80
Yellow Blossom, The Best.....	4.80	7.95
Grundy County, The Best.....	4.80	7.95

### RED and ALSIKE CLOVER

Red Clover and Alsike Clover are priced very low. This is the year to increase your clover acreage.

	1 Bu. (60 lbs.)	100 lbs.
Red Clover, Lot Economy.....	\$12.75	\$21.25
Red Clover, Lot Top.....	13.70	22.80
Alsike Clover, The Best.....	11.25	18.75

50c per bushel discount for cash with orders of 2 bushel or more of Red Clover.

### BROME GRASS

The best perennial pasture grass for Iowa, Minnesota, Nebraska and the Dakotas.

	50 Lbs.	100 Lbs.
Brome Grass, Lot A-1.....	\$9.15	\$17.75
Brome Grass, Lot Western.....	8.20	15.75

### CRESTED WHEAT GRASS

Less than one-half last year's price. This is the year to plant this hardy drought resistant perennial grass.

25 lbs.	50 lbs.	100 lbs.
\$5.90	\$11.45	\$22.40

### WESTERN WHEAT GRASS

For hay, for pasture, for drought resistance plant Western Wheat Grass.

25 lbs.	50 lbs.	100 lbs.
\$3.50	\$6.65	\$12.75

### PASTURE MIXTURE

Our Upland and Lowland pasture mixtures are perfect blends of hardy perennial grasses with not over 10% Clovers added. You can not farm successfully without good pasture.

	50 Lbs.	100 Lbs.
Upland Pasture Mixture.....	\$7.75	\$14.95
Lowland Pasture Mixture.....	7.75	14.95

### GRAIN

	Bu.
Barley, Wisconsin No. 38.....	.75
Oats, Iogold.....	.48
Oats, Gopher.....	.48
Speltz or Emmer.....	.75
Wheat, Thatcher.....	1.10

### SUDAN GRASS

I believe Sudan Grass will cost \$5.00 per 100 by planting time. Order now.

100 lbs. \$3.75

### FREE SAMPLES

IF YOU WISH TO SEE THE QUALITY OF OUR SEED BEFORE PURCHASING—I WILL GLADLY SEND YOU SAMPLES OF ANY SEED IN WHICH YOU ARE INTERESTED.

### LAWN GRASS—Plant Early

Plant a new lawn or fill in the old one, while lawn grass seed is cheap.	1 lb.	5 lbs Postpaid
Capital Lawn Grass.....	.22	\$1.00
Kentucky Blue Grass.....	.22	1.00
City Lawn Grass.....	.30	1.40
Astoria Bent Grass.....	.75	3.65

### MISCELLANEOUS GRASS SEED

	100 Lbs.
Alsike and Timothy (20% Alsike).....	\$ 7.70
Timothy.....	4.90
Reed Canary Grass.....	33.25
Rye Grass.....	7.90
Orchard Grass.....	20.75
Meadow Fescue.....	10.50
Red Top.....	13.90

### SOY BEANS

If you need Soy Beans—Order now. They will cost more in the spring.

	1 Bu. (60 lbs.)	100 lbs.
Manchu.....	\$1.45	\$2.40
Illini.....	1.45	2.40
Mukden.....	1.45	2.40

### SORGHUMS—For Grain and Fodder

It only costs 15 or 20c to plant an acre of Sorghums for grain. They are drought and grasshopper resistant. Our prices are low. Order early.

	50 Lbs.	100 Lbs.
Early Kalo.....	\$1.75	\$2.95
Sooner Milo.....	1.50	2.55
Wheatland Milo.....	1.65	2.75
Grohoma.....	1.70	2.85
Feterita.....	1.65	2.75
Atlas Sargo—State Certified.....	2.15	3.80
Early Black Amber Cane.....	1.40	2.25
Early Orange Cane.....	1.50	2.45
Hegari.....	1.50	2.45
Kaffir.....	1.50	2.45

One central South Dakota farmer planted 100 acres of Sooner Milo and 100 acres of Corn.

### Results—3200 Bu. Milo 350 Bu. Corn

### RAPE

Dwarf Essex..... 25 lbs. \$2.40; 50 lbs. \$4.40; 100 lbs. \$8.25

### MILLET

	100 Lbs.
German For Hay.....	\$2.75
Siberian For Hay.....	2.75
Japanese For Hay.....	3.45
Early Fortune.....	2.50
White Siberian Proso.....	2.60

### SEED CORN

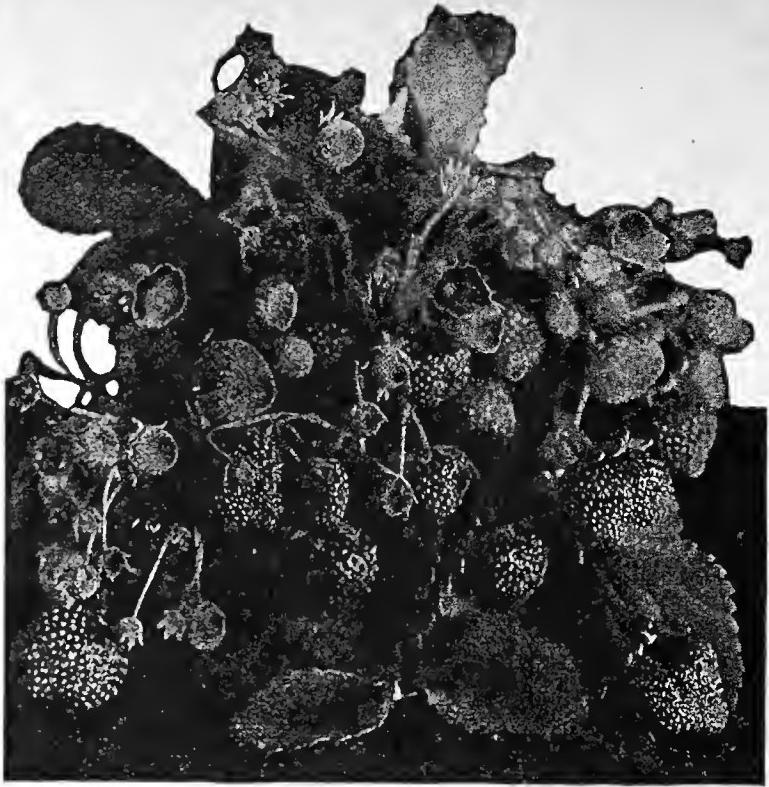
	Bu.
Gurney's Genuine Rainbow Flint.....	\$1.95
Silver King White.....	1.75
DeWolf's Extra Prolific.....	1.75
Wimple's Yellow Dent.....	1.75
Gurney's August 15th.....	2.25
Minnesota No. 13.....	1.95

### POTATOES

	Bu.	100 Lbs.
Early Ohio.....	\$1.30	\$2.15
Warba.....	1.30	2.15
Gurney's Bugless.....	1.30	2.15
Early Six Weeks.....	1.30	2.15
Chippewa.....	1.80	2.90

ORDER \$1.00 OR MORE FROM THIS PAGE AND ENTER OUR BIG PRIZE CONTEST





### GURNEY'S BIG SCARLET GEM EVERBEARING STRAWBERRY

Hardy, Heavy Bearing, Bear Fruit the First Year—Order Early—Plant Early

Per 50	Per 100	Per 200	Per 500	Per 1000
\$1.00	\$1.60	\$3.00	\$6.50	\$11.75
POSTPAID—POSTPAID				

Gurney's Strawberry Plants are YOUNG, BRIGHT ROOTED, and Vigorous. They have that EXTRA Vigor that insures success. Don't be fooled by "cheap" plants. Order GURNEY QUALITY. They are Guaranteed to arrive in first-class condition with full instructions for Planting and Care.

### One Hundred Gurney Strawberry Plants— \$1.00 Postpaid

- 25 Big Scarlet Gem Everbearing—BIG—RED—JUICY—HARDY—PROLIFIC—What more can you ask of a Strawberry Plant?
- 50 Old Reliable Dunlap. For 50 years a LEADER in the North. Dunlap Plants from Gurney's GROW and BEAR.
- 25 Early Dorset—That STRAWBERRY FLAVOR is highest in Dorset.

**A Hundred of the Finest—Only \$1.00 postpaid  
ENTER THE CONTEST TO WIN THE BIG PRIZE**

## 200 PRIZES

Every purchase of \$1.00 or more entitles you to enter our prize contest. Read the details on pages 1 and 2. Win what you want!